

**AGING & DISABILITY RESOURCE CENTER OF THE NORTHWOODS
PROGRAM EVALUATION COMMITTEE
Wednesday, September 11, 2013 – 1:00 P.M.
100 West Keenan Street, Rhineland, Wisconsin**

Members Present: Bix, Gresser, Hammer, Kortenhof, Price

Members Absent: None

Call Meeting to Order: Chair Hammer called the meeting to order at 1:00 P.M. Also present were Pam Parkkila, Regional Manager, Aging & Disability Resource Center of the Northwoods (ADRC-NW) and James G. Lillis, Executive Producer, Wisconsin Public Education Government TV-Radio. Also present for a portion of the meeting were Lyn Pilch, Pilch & Barnett, and Tom Neal and Kirk Howard, Kinziegreen.

Public Comment & Introductions: Introductions were made around the table.

Approval of Agenda: Kortenhof moved to approve the agenda with nine items; Gresser seconded. All Ayes. Motion Carried.

Approval of the Minutes from August 22, 2013 Program Evaluation Committee Meeting: Kortenhof moved to approve the minutes from the August 22, 2013 Program Evaluation Committee meeting; Price seconded. All Ayes. Motion Carried.

Interview - Pilch & Barnet: Lyn Pilch, owner of Pilch & Barnet, made a presentation on how her firm would handle the marketing for the ADRC-NW. Prepared questions were asked by the Committee with some additional information requested by individual Committee Members.

Interview - Kinziegreen Marketing Group: Tom Neal, director of brand marketing, and Kirk Howard, president of Kinziegreen Marketing Group, then made their presentation on how their firm would handle the marketing for the ADRC-NW. Prepared questions were asked by the Committee with some additional information requested by individual Committee Members.

Future Agenda Items: A Closed Session to discuss the marketing proposals and make a recommendation to the Board of Directors.

Set Next Program Evaluation Meeting Date & Place: The next meeting of the Aging & Disability Resource Center of the Northwoods Program Evaluation Committee will be Thursday, September 19, 2013 at 10:00 A.M. It will be in Rhinelander and immediate preceding the Executive/Personnel Committee meeting at 11:00 A.M.

Adjournment: With no further business, Bix moved to adjourn; Gresser seconded. All Ayes. The meeting was adjourned at 2:57 P.M.

Handouts: Minutes of the August 22, 2013 Program Evaluation Committee meeting; various marketing pieces and business cards from Pilch & Barnet and Kinziegreen.